



**Mayor Gibson.
we trust him
to do the
great job in
the future
he did in
the past...**

Good jobs for everyone is what Newark needs most — and Ken Gibson has made this Number One on his agenda, completing 63 industrial and commercial projects costing \$242 million. With 29 more projects worth \$375 million now on the drawing board.

And there's much more than construction work in Ken Gibson's New Newark. Just look around you at the career potential for our people in the new Public Service headquarters . . . expansion of Mutual Benefit Life . . . Prudential's commitment to Gateway III . . . and the construction of One Washington Plaza.

You can trust Ken Gibson to keep building jobs for you!



BRINGING IN NEW JOBS

The Gibson years saw 9 community health centers opened and serving all our people. 70 miles of streets were repaved. All municipal judges were put on the job full time. Every street light in Newark has been upgraded to modern high-intensity lighting. For the first time in 20 years, every tree in Newark was pruned, and there was a massive removal of dead trees.

And the city's services reached into even more areas of your life. Infant mortality was drastically reduced. There are now virtually no more abandoned cars on our streets. Incidents of police brutality has been extremely low.

You can trust Ken Gibson to keep those municipal services reaching into every part of your neighborhood and family.



IMPROVING MUNICIPAL SERVICES

The national crime rate increase for cities of Newark's size was 5% for the first 6 months of 1981. Statewide, crime increased 2% for the same period. But in Newark, the crime rate increase was held to an amazing 1%. Of course, any crime is intolerable, but Newark is truly winning the war on this scourge that keeps us all in fear.

Every police officer laid off because of the cut-back in federal funds has been brought back to the force. Within three years of Ken Gibson taking office, fire deaths were cut in half, thanks to our nationally-respected fire department — and our new ordinance requiring smoke detectors throughout the city.

You can trust Ken Gibson to keep these threats to your safety and life on the run.



CURBING CRIME AND FIRE

No Mayor in America has been more successful lobbying for state and federal support than Ken Gibson. Result: Newark citizens have paid over \$1 billion less in taxes because of outside aid!

And there's an outstanding record of management efficiency in place to save taxpayers even more dollars. Self-insurance saves \$1 million a year in premiums. 1,900 jobs were cut from the municipal payroll — that's almost a 1/3 reduction from the pre-Gibson city payroll. The equalized tax rate has gone from \$6.84 to \$4.88 in the Gibson decade. The city no longer has any short-term debt and we've had cash surpluses of about \$20 million annually for the past 5 years.

And that's not all. When Ken Gibson took office the city could not even sell its bonds — today those bonds compete successfully with other stable cities.

If you own property, consider this: since 1970, the tax levy went up just 6/10 of 1%, while the cost of living went up 135%. And the equalized assessed valuation of property went up 39.8% during the Gibson administration . . . while in the 8 years before Gibson took office, property values went down 9.3%.

You can trust Ken Gibson to keep taxes in tight check.



HOLDING DOWN TAXES

Newark Mayor Gibson to

Perhaps most important among all of Ken Gibson's achievements is the sense of pride we all feel in the emergence of a great new Newark.

Race relations have come full circle, from overt hostility to mutual respect and cooperation. The business community, neighborhood groups and the Gibson administration are working as a team to build jobs, stability and a future for everyone.

Everywhere you look in Newark, there are signs of life and vitality. Almost 10,000 units of housing have been built since 1970 and almost 3,000 more are under construction or proposed. City Hall, Symphony Hall and many other municipal facilities have been extensively upgraded. Property values are rising. Private companies and individuals are buying up tax-foreclosed properties at a record rate.

Despite the massive cuts in federal aid, Newark is moving strongly and steadily back to self-sufficiency under the leadership of Ken Gibson. And you can trust him to keep right on building a great new Newark!



BUILDING A GREAT NEW NEWARK

Only a proven national leader in City Hall can fight the White House attack on Newark!



Now, more than ever, Newark needs a strong, experienced, nationally-respected leader at the helm. One brief look at Ken Gibson's extraordinary background and you'll see why he is the champion of American cities — with the media, big-city mayors, members of Congress and the White House.

With Newark's budget under assault from Reaganomics, we cannot afford an inexperienced and unknown voice in Trenton and Washington representing Newark.

Just look at this background and you'll understand why Ken Gibson has been — and will be — so effective in bringing Newark aid:

- Former president of the U.S. Conference of Mayors
- Testified before Joint Economic Committee of Congress; Labor and Education, Ways & Means, and Judiciary Committees of House; and Labor and Welfare Committee of U.S. Senate.
- Selected by TIME Magazine as one of the world's top 50 leaders.
- Won three elections for Mayor, with ever-increasing margins.
- Licensed professional engineer.
- He and his wife Muriel have three daughters and three grandchildren.

Vote Ken Gibson For Mayor - Tuesday, May 11

VOTE KEN GIBSON FOR MAYOR

Ken Gibson needs your help to fight against the Reagan Budget Cuts!

Volunteer Now!

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I want to help re-elect Mayor Gibson, and fight against the Reagan Budget cuts.

I volunteer to do the following:

- ☐ Canvassing ☐ Driving ☐ Have sign on outside of my house, or on my lawn.
☐ Telephone calling ☐ Host Coffee Klatch
☐ Office work ☐ Election day work
☐ Literature Distribution ☐ Other Special Interest
- I am available ☐ days ☐ evenings ☐ weekends

Name _____ Title _____

Address _____

Ward _____ District _____

PAID FOR BY THE GIBSON CAMPAIGN COMMITTEE, CAMILLE SAVOCCA, TREAS.

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